## 2071843410

## 54 26 WK 13 WK FY '96 YTD '97 DIFF 52 45.79 47.53 46.07 46.63 1.74 Philip Morris 50 30.12 30.24 29.92 30.92 Mariboro 0.99 48 10.40 10.69 OPB 10.31 10.78 0.47 46 3.71 3.80 3.62 3,86 0.25 Basic 44 31.93 30.80 R. J. Reynolds 32.53 32.99 -2.1842 5.15 4.96 5.02 5.07 0.05 Camel 40 6.18 -0.746.70 6.51 6.92 Winston 38 4.55 4.51 4.75 4.14 -0.61Doral 2/8/97 9/1/96 9/21/96 0/19/96 11/16/96 12/14/96 4/20/96 5/4/96 5/18/96 96/1/9 6/15/96 6/29/96 7/13/96 7/27/96 8/10/96 8/24/96 10/5/96 11/2/96 11/30/96 13.66 13.54 13.79 13.72 -0.07B&W 2.64 **GPC** 2.54 2.54 2.46 0.18 36 6.72 Lorillard 6.64 6.70 6.56 0.16 3 4 3.94 0.25 3.86 3.91 3.69 Newport 32 0.90 0.89 0.08 0.88 0.81 Liggett Group 30 Premium 77.57 77.64 77.43 78.01 0.58 28 6.22 6.66 6.48 6.66 -0.44Private Label 26 Avg Ind CPW 228.79 219.93 239,49 218,08 -21,41 24 105.40 102.56 109.66 103.65 -6.01Avg PM CPW 68.92 66.50 71.66 67.42 22 Avg Marl CPW -4.24# of Stores 1935 1929 1939 1922 -17 20 9/1/96 11/16/96 2/8/97 4/20/96 5/4/96 5/18/96 6/1/96 6/15/96 6/29/96 7/13/96 7/27/96 8/10/96 8/24/96 9/21/96 10/5/96 0/19/96 11/30/96 12/14/96 1/11/97 Philip Morris R.J. Reynolds Discount Mariboro Category Source: STARS Store Level Database

## KROGER THROUGH W/E 2/22/97